

**VISITORS SERVICE BOARD  
Meeting Minutes of  
Monday July 10, 2006**

**Members Present:** Lynne Davies, Laurel Guadazno, Michael Peregon, and Rita "Hersh" Schwartz

**Members Absent:** Peter Bez and Mick Rudd (both excused)  
Kathleen Fitzgerald (unexcused)

**Advisory Staff:** Bill Schneider, Administrative Director of Tourism (ADT)

**Agenda:** The meeting was called to order at 10:05 AM.

**Approval of Minutes – June 20, 2006**

**Motion:** Approve the minutes of the June 20<sup>th</sup> meeting with changes.

**Motion: Laurel Guadazno Seconded: Hersh Schwartz Vote: 4-0-0.**

**Provincetown Video Tour – Cable Advisory Committee (PTV)**

Eileen Kennedy, Thanassi Kuliopulos, and Catherine Russo presented their dilemma to the Board. PTV was awarded an original grant for a video tour of the Town and its events. The grant was in the amount of \$4,800 and due to unforeseeable events, the video is not going to be able to be completed.

Catherine Russo said that there's a vacuum of authority right now and none of the replacements are able to accomplish this task. Mr. Kuliopulos said that the group feels that we can do it but it'll be delayed. He further said that they can't even call a meeting without a chair and no one wants to be a chair. He projects that it may be a month or two before the work can commence.

Ms. Russo said PTV feels too pressured to do this. "Nobody's fault – just circumstances."

Chairman Davies expressed concern that the Town has a lot of events happening and waiting several months would put the VSB behind the eight ball in their effort to complete this project. Perhaps the CAC can apply another time for a grant? Ms. Davies thanked the group for their input and honesty and for their excellent services to the Town.

Ms. Russo said she is available for volunteering for PTV. Mr. Kuliopulos said that the equipment is available, along with all the computers and the editing, suggesting someone else could do the filming.

Michael Peregon asked what kind of timeframe would we have if we got someone else. The ADT believes the project could be developed during the fall. Laurel Guadazno suggested asking a volunteer to select some footage from what has been done.

Eileen Kennedy and Catherine Russo have just completed a video for the National Seashore and mentioned someone named Chris who will provide editorial services. He loves editing the finished product. Ms. Russo said all Chris would have to do is to follow the story board.

After the discussion, the following motion was made:

**Motion:** Authorize the ADT to create an RFP for a video tour of Provincetown. The RFP would appear in the Banner on July 20 and July 27 with an August 3<sup>rd</sup> deadline.

**Motion: Michael Peregon Seconded: Hersh Schwartz Vote: 4-0-0.**

**Funding Request – Disability Commission**

Doug Johnstone came before the Board to request funding for the newly updated wheelchair accessibility brochure. It hasn't been updated since 2000, and there are only 10 copies left. Michelle DeMarco is a promoter in Town and she felt that a professional should do the design and layout. Doug said that ideally the

Disability Commission would like to update this brochure every year. It's great but now we have the problem of paying for it.

Hersh said that her store has wheelchair bound customers and, as a special service, they carry things out to the customers. Doug said that they highlighted in the brochure that people carry things out to those unable to come into the shops.

**Motion:** The VSB will fund the printing of the wheelchair accessibility brochure as presented by the Disability Commission in the amount of \$1,426.

**Motion: Laurel Guadazno Seconded: Michael Peregón Vote: 4-0-0.**

### **Data Collection Initiative**

The ADT distributed a draft of the information that has been pulled together, but he is awaiting more data from the National Seashore, Cape Air, the Provincetown Theater and a few other sources.

Michael Peregón asked what the next steps were. The ADT is working with the assessor and licensing agent to obtain additional data. Mr. Peregón wants more information on bus riders. The only way to obtain this information, said Ms. Davies, was to have the drivers register some place. The ADT has requested ridership information from Plymouth & Brockton and they have declined providing this information.

The ADT will present a revised draft at the next VSB meeting, including additional information from the National Seashore.

### **Tourism Director's Report Family Week**

In an effort to help promote the various activities scheduled throughout Town during Family Week (July 29<sup>th</sup> through August 5<sup>th</sup>), the ADT requested members of the Chamber of Commerce and PBG, as well as our cultural institutions, to provide information that will be produced as a mini-version of our Calendar of Events. The Family Pride organization will include this pictorial calendar in the "Welcome Bags" provided to all 500 families attending Family Week. The production costs for the calendar are \$250.

### **Provincetown Businesses**

A letter to all businesses would not be as economical as the following:

**Motion:** Request the ADT to run an ad in the Banner July 20 and July 27 for two consecutive weeks requesting any Provincetown business or organization wishing to have a link to the PTO website submit a written request, providing their business name, address, telephone number, website address and their commitment to advise the ADT in writing if and when they have a change of information.

**Motion: Michael Peregón Seconded: Hersh Schwartz Vote: 4-0-0.**

### **Advertising**

A discussion ensued regarding the Concierge Magazine ad for Fall 2006. Ms. Guadazno suggested adding "shopping" and change the reference to art, history and culture to be "the arts."

**Motion:** Approve the proposed advertising contract with Boston Phoenix for a super website banner ad to run for four weeks during August 2006, at a cost not to exceed \$2,500 to be funded from the FY07 marketing budget.

**Motion: Hersh Schwartz Seconded: Michael Peregón Vote: 4-0-0.**

### **Recap of Travel and Trade Shows**

The ADT said that the Tourism Office has not attended a mainstream trade show in Canada for several years. Toronto was the show under discussion and Mr. Peregón expressed concern that Toronto is a long way away. He hears a lot of French speaking Canadians around here so it means that Montreal is where our strongest market is. Ms. Davies believes Toronto is cosmopolitan and she thinks it's worth a try.

**Motion:** Approve the ADT's recommendation to attend the Travel and Leisure Show in Toronto, Canada on November 2-5, 2006, and that expenses not to exceed \$4,300 be funded from the FY07 marketing budget.

**Motion: Hersh Schwartz Seconded: Michael Peregón Vote: 4-0-0.**

### **One-Day Museum Pass**

The response seems to have been underwhelming. The Whydah said that they've sold only a few tickets. The Monument (PMPM) has sold less than 10. The ADT will develop a sign for each of the venues and the Chamber to display, promoting this initiative.

### **Other Marketing Initiatives**

The ADT would like to invite both PBG and the Chamber of Commerce to a joint meeting to discuss the marketing plan for FY07.

### **Budget Update**

Ms. Davies discussed the room tax revenues. "We're ahead of last year and we had a great fall season." Ms. Davies recommends keeping the budget flat. Ms. Davies raised questions regarding the budget, which the ADT will research and report about at the next VSB meeting.

### **Tourism Office Logo Design RFP**

The ADT has reviewed the contract regarding the current usage of the Tourism logo and has determined a realistic price to design a new logo would be around \$2,500. Mr. Schneider expressed many concerns about the proposed RFP since all advertisements and collateral material have the current logo on it, so all of these materials will need to be replaced.

A discussion ensued as to whether or not the Tourism Office needs to have a new identity and how that ties in with branding. Mr. Peregon concurs with the ADT, as does Ms. Schwartz. Ms. Guadazno suggested the ADT explore purchasing the rights from the designer to enable the Tourism Office to sell T-shirts and other insignia products to raise money for Tourism-sponsored gift funds to benefit of the Town.

### **Winter Windows**

Ms. Schwartz provided an overview of this project. Twenty paintings are done and others are being completed. Ms. Schwartz will continue to confirm which businesses are willing to participate and she is confident there may be 35 pieces of art (including those from last year).

Ms. Davies expressed her thanks to Ms. Schwartz for all of the work she's done. The ADT will work on a press release regarding this project.

Mr. Peregon would like to see the stores stay open beyond the end of the summer, and see the Town operate like a shopping mall. Ms. Schwartz offered to encourage the restaurants and businesses that remain open to take out an ad. Ms. Davies agreed this should be a joint effort.

Ms. Schwartz would like to see the Holly Folly event beefed up. Another idea without costing restaurants or inns a lot of money would be to offer complimentary hors d'oeuvres, free dessert or early bird specials in the winter. This could stimulate business. Ms. Guadazno cited the Mews Wednesday night initiative last winter, which was well patronized.

Mr. Peregon suggested that businesses consider offering a promotional discount coupon.

### **Bathroom Initiative**

Ms. Schwartz said that we need maps to help guide tourists to where the bathrooms are located. Ms. Guadazno agreed that the lack of proper signage is a concern.

A discussion ensued about this initiative, and it was suggested that Mr. Peregon research where all of the public/private bathrooms are and provide a list for the next VSB meeting.

The Farmer's Market was discussed and Ms. Guadazno believes an effort should be made to reinstate it. The plan from the Pier Corp was to start with one small business and then enlarge.

### **Laser Color Printer**

The ADT stated his need for a laser color printer. After a bit of discussion, the following motion was made.  
**Motion:** Approve the ADT's recommendation to purchase a laser color printer at a cost not to exceed \$600, to be funded from the FY06 coordination and support budget.

**Motion: Laurel Guadazno   Seconded: Hersh Schwartz   Vote: 4-0-0.**

**The meeting was adjourned at 12:15 PM.**

Respectfully submitted,  
Evelyn Gaudiano  
Evelyn Rogers Gaudiano